

DISPLAY CAMPAIGN

#SpreadTheTruth
Sentrix

The environmental #SpreadTheTruth campaign aims to combat junk science by targeting people where they're most likely to be thinking about communicable

diseases (and conveniently forced to engage): public transportation. With subway, bus and airport takeovers (and a shareable hashtag), #SpreadTheTruth is designed to provoke a conversation about the facts where they'll resonate most.



SOCIAL CAMPAIGN

The decision not to vaccinate can change history
Benchworks

This social media campaign is designed to amplify the importance of vaccination using history and time as storytelling devices. Each series focuses on how history can change with a single decision to not vaccinate.



VIDEO

We share our stories to convince you to vaccinate
Families Fighting Flu

This campaign features powerful testimonials from loved ones who lost family members to the flu after they failed to get vaccinated.

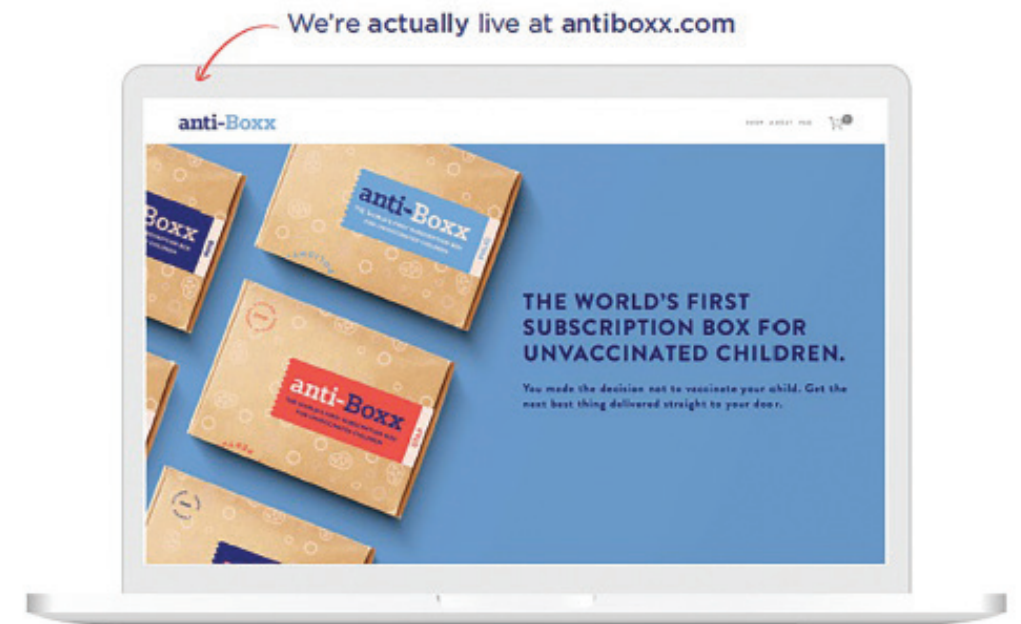


<https://youtu.be/YbZmyfMe-WY>

WEBSITE

anti-Boxx
Weber Shandwick

Anti-Boxx is a fake subscription box service for a very real problem. Each box contains items designed to highlight the consequences of each disease parents could be putting their children at risk of contracting. Visitors can't buy our product, but they'll find links to information that debunks common myths and clarifies the benefits of vaccination.



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antiboxx.com